



**BUILDING SOLUTIONS.
EMPOWERING COMMUNITIES.**

NEWS RELEASE

True to our roots and purpose, we have rebranded!

YELLOWKNIFE, June 16, 2020. We are excited to announce that as we celebrate 30 years of business success, the public face of our company will change. Going forward, SSi Micro Ltd. will be known as SSi Canada for all outward facing purposes. The significance of where SSi came from is as important as the incredible places we intend to go. Our new look and feel have been designed to emphasize the Northern roots of our company and our continued commitment to community development across Canada.

“The last thirty years have been an incredible journey, teaching us valuable and hard-earned lessons,” said **Jeff Philipp, Founder and CEO of SSi**. “Our experience in these harsh climates and remote but beautiful communities is one of our greatest assets. Our new brand not only honours where we came from but celebrates the exciting new challenges that lie ahead.”

As for the new logo, the snowshoes are a reflection of our incredible backstory, SSi was named after the original family business, the Snowshoe Inn in Fort Providence, Northwest Territories ([Our Story](#)). A critical chapter in that story is about a business that produced its own off-grid heat and electricity and still does so today. In that spirit, SSi has expanded upon our services portfolio with the addition of [SSi Energy](#), which has grown out of the need to find cleaner, more affordable and innovative energy solutions for our Northern and remote communities.

What does this mean for our existing clients and partners? First, our new image will better reflect our corporate personality! Otherwise, it is business as usual with a more robust menu of solutions available to a broader market. We will continue to execute projects with brilliance, fun and professionalism. Over the next months you will see changes to our identity system, website, social media profiles and our new visual brand signature.

SSi’s ultimate goal has always been for our business decisions to benefit the communities we work in by creating local jobs, opportunities and community ownership along with a deep sense of respect for indigenous culture and the people living in each of these communities. The SSi team understands first-hand the challenges faced in providing effective and affordable essential services to underserved Northern and remote communities.

About SSi: Headquartered in Yellowknife, NWT, with a network operation centre in Ottawa, SSi designs, builds and operates state-of-the-art communications networks. SSi is a pioneer in delivering remote-area connectivity in Canada’s North and the developer-operator of the award winning SSi Mobile and QINIQ broadband services.

For more information on SSi Canada and its various areas of business visit: ssicanada.com. Consider a visit to the Snowshoe Inn and experience the hospitality of Fort Providence, a welcoming Indigenous Community in Canada’s North: snowshoeinn.ca.

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